



PATENT  
Attorney Docket No. 432383600011

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Levergood et al.  
Serial No.: 09/548235  
Filing Date: 4/12/2000  
For: Web Advertising Method  
Art Unit: 2145  
Examiner: Patrice L. Winder

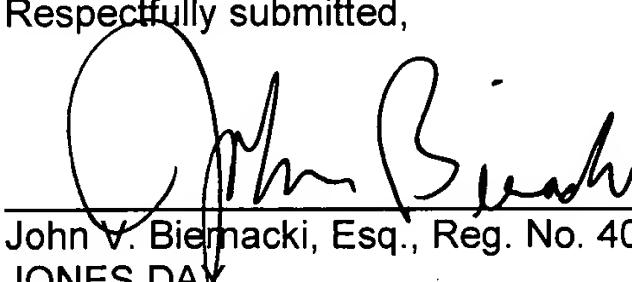
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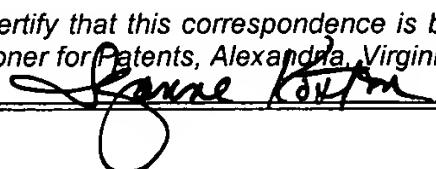
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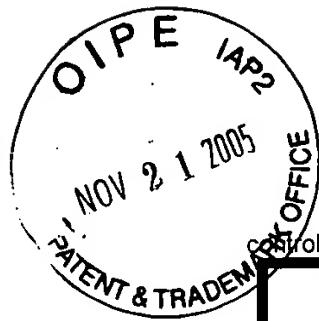
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November 17, 2005

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**Complete if Known**

Application Number	09/548235
Filing Date	4/12/2000
First Named Inventor	Levergood et al.
Art Unit	2145
Examiner Name	Patrice L. Winder
Attorney Docket Number	432383600011

**U.S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date/Date of Patent MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number - Kind Code <sup>2</sup> (if known)			
		5347632	9/13/1994	Filepp et al.	
		5544322	8/6/1996	Cheng et al.	
		5560008	9/24/1996	Johnson et al.	

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>3</sup>
		Country Code <sup>3</sup> - Number <sup>4</sup> - Kind Code <sup>5</sup> (if known)				

**'OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS**

Examiner Initials*	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
		"It will happen", article excerpt from infoHighway, vol. 2-1, January 1995.	
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		Bina, et al., Secure Access to Data over the Internet, 1994, pp. 99-102, IEEE.	
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		Pitkow, et al., <i>Using the Web as a Survey Tool: Results from the Second WWW User Survey</i> , presented at the Third International World-Wide Web Conference, April 10-14, 1995, Darmstadt, Germany, published at <a href="http://www.igd.fhg.de/archive/1995/www95/proceedings/papers/79survey/survey2paper.html">http://www.igd.fhg.de/archive/1995/www95/proceedings/papers/79survey/survey2paper.html</a> and <a href="http://www.elsevier.nl/www3/welcome.html">http://www.elsevier.nl/www3/welcome.html</a> ; and reprinted in the Journal of Computer Networks and ISDN Systems, Vol. 27, no. 6, April 1995, Elsevier Science B.V.	
		Pitkow, et al., <i>Results from the First World Wide Web Use Survey</i> , presented at the First International Conference on the World Wide Web, Geneva Switzerland, May 25-27, 1994, published at <a href="http://www94.web.cern.ch/WWW94/PrelimProcs.html">http://www94.web.cern.ch/WWW94/PrelimProcs.html</a> on June 2, 1994, and reprinted in the Journal of Computer Networks and ISDN Systems, Vol. 27, no. 2., Nov. 1994, Elsevier Science B.V.	
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		Trewitt, Glenn, <i>Using Tcl to Process HTML Forms</i> , Digital Equipment Corporation, Network Systems Laboratory TN-14, dated May 1994.	

Examiner Signature	Date Considered
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup>Applicant's unique citation designation number (optional). <sup>2</sup>Applicant is to place a check mark here if English language Translation is attached. Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231